

# Marketing (MK)

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## **MK 3310. Principles of Marketing. 3 Semester Hours.**

This is a survey course of the basic theory and practice of marketing. The course will cover the fundamental elements of marketing including: the marketing mix, market and buyer analysis, elements of marketing planning, selling, marketing communications, ethics, the application of technology and electronic media, and marketing management. (Fall, Spring, Summer) Prerequisites: EC 2301 or EC 2303, MT 1305 or MT 2306 or MT 2303 or MT 2412, AC 2310 or AC 2301 or AC 2320 or AC 2302.

## **MK 3330. Consumer Behavior. 3 Semester Hours.**

This course focuses on the analysis and interpretation of the behavior of individuals as buyers and consumers of goods and services. Students will learn to evaluate and interpret the psychological, economic, and socio-cultural factors and trends that influence purchase and consumption of goods and services. (Fall; Spring) Prerequisites: MT 1305 or MT 2303, MT 2306, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, MK 3310.

## **MK 3340. Integrated Marketing Communications. 3 Semester Hours.**

Course studies all elements of promotion and integrated marketing communications. Students gain knowledge of the major promotion and communication tools organizations use, how promotion is planned, budgeted, and used in the marketing program, and how to analyze promotion alternatives as they relate to the organizations marketing objectives and market segments served. (Fall; Spring) Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, MK 3310.

## **MK 3342. Database Management. 3 Semester Hours.**

Introduction to theory of database management systems as applied in private and public, profit and non-profit organizations. Balance of managerial and technical issues. Strategic aspects of information as a corporate resource and database planning. Database design, development, and administration using commercial database management systems for personal and multiuse computers and fourth generation languages. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Spring only).

## **MK 3350. Retailing. 3 Semester Hours.**

Focuses on the operation and management of retail organizations. The course will develop student's knowledge and skills in the basic aspects of retailing, including; merchandising, product mix and inventory planning, market and demand analysis, and retail operations, including the application of technology to retailing. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, MK 3310. (Not currently offered. Check with Dept. Chair).

## **MK 3360. Social Media Marketing/ Content Marketing. 3 Semester Hours.**

This course looks at the impact of social media on the overall marketing communication strategies. The primary focus of the course is to develop a social media marketing plan that integrates and optimizes the platform within the organization's overall marketing strategy. Students will develop a working knowledge of social media platforms like Facebook, LinkedIn, Instagram, Twitter, Tumblr, Pinterest etc. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Fall only).

## **MK 3370. Selling & Sales Management. 3 Semester Hours.**

Course Description: This course provides an overview of the basics of advertising while presenting a picture of the future of advertising management. Ethics, communications, consumer benefits will be explored in light of strategic marketing and business goals. The course focuses on the cornerstone for modern advertising, the customer/consumer. Exploring the "business" of advertising and the role of individual contributors will be both conceptual and experiential. (Fall) Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, MK 3310. (Spring only).

## **MK 3375. Search Engine Marketing/Digital Marketing. 3 Semester Hours.**

Students are introduced to the complex topic of search engine optimization and the process of improving the volume and quality of consumer traffic to a website. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Spring only).

## **MK 3380. Interactive Services Marketing. 3 Semester Hours.**

Focuses on the marketing of services both as intangible products and as service component of physical goods. Students will focus on the differences in marketing services compared to physical products, management of the marketing mix for service marketing, creation and control of service quality, management of the Servicescape, and the use of technology in delivering service products. (Fall, Spring) Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, MK 3310.

## **MK 3390. Branding. 3 Semester Hours.**

In this course students will learn about the discipline of brand management and how it drives company value. They will learn to develop and execute an effective brand strategy. Topics include brand launch, invigoration/rebranding, as well as ways to manage various types of brands, such as product vs. corporate, B2C vs B2B. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Fall only).

**MK 4100. Special Topics in Marketing. 1 Semester Hour.**

An in-depth study of a selected topic in marketing; specific subject may vary each time the course offered. Credit hours will be determined prior to the beginning of the course and will be contingent upon the planned class time and work load. MK 4100, MK 4200, MK 4300 is an elective and may be repeated when the specific subject changes. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, MK 3310, Consent of the Instructor.

**MK 4200. Special Topics in Marketing. 2 Semester Hours.**

An in-depth study of a selected topic in marketing; specific subject may vary each time the course offered. Credit hours will be determined prior to the beginning of the course and will be contingent upon the planned class time and work load. MK 4100, MK 4200, MK 4300 is an elective and may be repeated when the specific subject changes. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, MK 3310, Consent of the Instructor.

**MK 4300. Special Topics in Marketing. 3 Semester Hours.**

An in-depth study of a selected topic in marketing; specific subject may vary each time the course offered. Credit hours will be determined prior to the beginning of the course and will be contingent upon the planned class time and work load. MK 4100, MK 4200, MK 4300 is an elective and may be repeated when the specific subject changes. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, MK 3310, Consent of the Instructor. (Semester offered varies. Check with Dept. Chair).

**MK 4310. Advertising Management. 3 Semester Hours.**

This course examines various marketing decisions such as pricing and inventory management and the impact of those decisions on a firm's profitability, liquidity, and asset utilization. The choice of distribution channels and channel structure is also examined and related to product attributes. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, MK 3310. (Semester offered varies. Check with Dept. Chair).

**MK 4320. Distribution and Pricing Decisions. 3 Semester Hours.**

This course examines various marketing decisions such as pricing and inventory management and the impact of those decisions on a firm's profitability, liquidity, and asset utilization. The choice of distribution channels and channel structure is also examined and related to product attributes. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, MK 3310. (Not currently offered. Check with Dept. Chair).

**MK 4330. Mobile Marketing/Search Engine Optimization. 3 Semester Hours.**

Students are introduced to the complex topic of search engine optimization and the process of improving the volume and quality of consumer traffic to a website. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Not currently offered. Check with Dept. Chair).

**MK 4340. Business Intelligence. 3 Semester Hours.**

Development and application of the strategies, methods, and techniques used in data mining, predictive analytics, and other decision support systems. The course employs testing, documenting and using software programs in functional areas of business such as Finance, Production, Marketing, and Accounting. EC 2301, EC 2303, MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, QM 3321, QM 3330 or AC 3331, MK 3310. (Fall only).

**MK 4350. Data Driven Marketing. 3 Semester Hours.**

This course uses analytics to design content that is appropriate so that its format, length, and relevancy work in the selected media channel. Students will learn how to assess content and understand how it fits into a marketing campaign. They will also learn what kind of content works at what stage of a customer's decision journey. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Fall only).

**MK 4370. Marketing Research. 3 Semester Hours.**

The course applies the methods of social science research to problems in marketing. Students will learn to formulate research topics, plan research, follow standards for ethical research practice, use both primary and secondary sources of data, collect and analyze data using common statistical software, and report research results. (Fall, Spring) Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, MK 3310, QM 3321.

**MK 4371. E-Business. 3 Semester Hours.**

The course provides an introduction to eBusiness in a global environment. The material covered includes: (1) technologies, infrastructures and mechanisms that enable the development of eBusiness , (2) business models that include foreign outsourcing and their impact on organizational culture and diversity, (3) issues that are being raised in the areas of privacy, intellectual property, and security, and (4) the impact of the digital divide and other ethical and political topics. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, QM 3330, MK 3310. (Not currently offered. Check with Dept. Chair).

**MK 4375. Internship in Marketing. 3 Semester Hours.**

Individual students will work in an approved marketing position at a business, non-profit, or public institution to gain experiential learning and apply their knowledge in a professional work setting. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, Minimum GPA of 2.8, MK 3310, Completion of or concurrent enrollment of six of the required major hours. (Registration requires approval. Consult academic advisor). (Fall, Spring, Summer).

**MK 4380. Sports Marketing. 3 Semester Hours.**

Analysis of the principles related to the economic and social role of sports marketing; competitive strategies# efficiency in sports management# and essential concepts for sports marketing. Prerequisites: MT 1305 or MT 2303, MT 2306 or MT 2412, AC 2310 or AC 2301 , AC 2320 or AC 2302, EC 2301, EC 2303, MK 3310 or Approval of the Instructor, QM 3321 (Fallonly).

**MK 4390. Marketing Strategy. 3 Semester Hours.**

Students will engage in advanced independent reading and research on current developments in Management. Group analysis of individual reports aids in expanding and deepening the horizons of the participants. Prerequisites: Senior Standing, (Spring only).